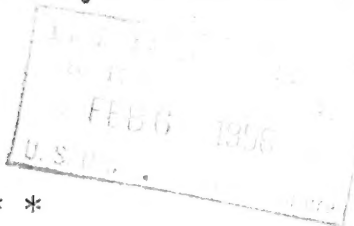


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Dr Julian R. Brandon Jr. Mrs Madelyn A. Brandon.

1956

DAHLIA CATALOGUE



"The Finest In Dahlias"

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IMPORTANT. Please be sure to read the information given on the last page of this catalogue. It is important to YOU. This information may be of great help to you in making the wisest selections and securing the greatest value for your money. Also, please read carefully any letter or bulletin mailed with this catalogue.

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O U R 1 9 5 6 B E S T B E T

N E D S E Y M O U R.

A Stanley Johnson Origination

The most talked of dahlia in many, many years. When first shown in 1954, this wonderful dahlia was the BIG DAHLIA WINNER OF THE YEAR; a REAL CHAMPION and a HEAVYWEIGHT CHAMPION at that. NED SEYMOUR was the winner, in 1954 of TEN American Home Achievement Medals, and NINE American Dahlia Society Gold Medal Seedling Sweepstakes.

Introduced at a price of \$25.00 per root, instead of the usual \$15.00 for new introductions, it was declared by some growers to be "A Hundred Dollar Dahlia for \$25.00.

Its great beauty, immense size and GRANDEUR more than warranted the large color illustration of it which appeared in the "American Home" Magazine, donor of the A.H.A. Medals. Another color photo of it appeared on the front page of the Bulletin of the American Dahlia Society.

As we prepare this catalogue, an incomplete report of the 1955 shows proves that Ned Seymour is proving itself in competition. At the Burholme Horticultural Society Show, Walter Stroble won the Sweepstakes Open To All with Ned Seymour.

In our gardens, despite very late planting and a poor growing season, Ned Seymour was tops. Now that it has had time to become acclimated, we look for our best 1956 blooms to be Ned Seymours.

NED SEYMOUR is a giant informal decorative running to 14 X 9 inches. Color is a beautiful red-orange. A dahlia that will be a sensation in your garden. Sturdy plant produces four giant blooms at one time. The average score of its NINE A.D.S. Seedling Sweepstakes Awards was 87.8. We recommend this dahlia unconditionally. Because we have an ample root stock, we should come very close to meeting the demand for plants, even 'though we will rigidly maintain our policy of STRICTLY LIMITING THE NUMBER OF PLANTS MADE FROM ONE ROOT. To be CERTAIN of getting your order filled, it is highly advisable T O ORDER EARLY. Root \$15.00 Plant \$5.00

THE FOLLOWING VARIETIES ARE PUT AT THE HEAD OF OUR LIST BECAUSE WE SINCERELY BELIEVE THEM TO BE THE "BEST BETS" AMONG RECENT INTRODUCTIONS: These dahlias are not necessarily listed in the order of their merit.

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CERAMIC BEAUTY. (Eccleston-Rocky River) A-FD. An outstanding dark red about 10 X 5. A very fine exhibition variety which is very early blooming. Ideal stems hold blooms facing the side and slightly up. Best when grown to four or six canes and properly disbudded.

CERAMIC BEAUTY was the outstanding seedling winner of 1953, when it won five A.H.A. Medals, more than any other variety that year. Lack of stock prevented introduction until 1955. It also has two Trial Ground Certificates and was listed by all four Flower Grower's testers on their Honor Rolls, as well as on Mr Webb's Dahlia Review. Numerous winnings as "BEST IN SHOW", Best Formal, etc.

This is another great dahlia and we believe it was largely overlooked by many California growers. We highly recommend this. PLANTS ONLY \$3.50

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Dr. Julian R. Brandon Jr.

Office & Mail Address,  
609 Clayton Street,  
San Francisco 17,  
California, U. S. A.

The Dahlia Farm,  
3437 Gravenstein Hwy., South,  
Sebastopol, California.

The Farm is 4½ miles southeast of Sebastopol near town of Cunningham.

"BEST BETS" CONTINUED ON NEXT PAGE

## SURPRISE

## A Rocky River Introduction

This 1955 introduction was on all four Honor Rolls of the "Flower Grower" magazine and was described in their columns as follows: "Large sized semi-cactus. Salmon to peach. In the East, Dudley says light blend of Azalea pink and mimosa yellow. Flower 10 to 11 X 6 in. Stems 10"; blooms held on side. Roberts in Mid-west says it will compete with Ronnie Lee and Special Award. Won EIGHT American Home Achievement Medals and several A.D.S. Seedling Sweepstakes Awards".

In an article appearing in "The Dahlia", of the Central States Dahlia Society, entitled "Ned Seymour and Surprise" it says, in part:

"We can recall no year since The American Home Achievement Medals were first awarded when two seedlings dominated the competition as did NED SEYMOUR and SURPRISE in 1954. The number of Achievement Medals awarded to a seedling does not necessarily determine its merit, since it still must pass the final test----its performance in the gardens of capable growers. However, it must be recognized that the winning of an unusual number of such medals by a seedling grown in widely separated and different growing conditions, is indication that the variety has distinct promise.---"

"The plant growth is vigorous, the general color effect is soft, pleasing peach, somewhat resembling Emil Doukopol.---"

"Of the 1955 American introductions only NED SEYMOUR and SURPRISE have won more Achievement Medals than CERAMIC BEAUTY.---"

We personally believe that SURPRISE WAS THE MOST OVERLOOKED DAHLIA OF 1955 by our California growers. SURPRISE should be a MUST in your garden. We believe it to be a truly great dahlia that will consistently win. Order THIS one early. Our stock is limited. Plant \$5.00

## BIG BEN

(Stredwick, of England)

A colossal flower. Stredwick says "Easily the largest cactus we have ever seen, the flowers produced on quite ordinary plants measuring 15 inches across". An Eastern commercial grower wrote us, relative to BIG BEN, "probably the largest dahlia in commerce today". Plants are low growing, dark foliaged and HEALTHY. We had been told the blooms were just too gigantic for the stems to hold up and that stems were too short. However, for us, long stems held blooms WELL ABOVE FOLIAGE but did leave something to be desired as to strength. We believe that special culture will correct this. This variety should be in your garden if for no other reasons than its spectacular size and its seed possibilities when hybridized with the strong stemmed dark reds of its type. BIG BEN is a very pleasing dark red. ROOT STOCK VERY LIMITED. Root \$10.00 Plant \$4.00

## SEQUOIA

(Gaylord-Bellay)

We could give no better description of this giant than that given by its introducer, so we quote: "Primrose yellow. ---a new dahlia that is definitely on the superlative side. It is probably as large as any dahlia in existence and without faults; similar in many respects to Croydon Masterpiece except color. Picture on cover is that of a 15 inch bloom. Note great wealth of petalage. The deep compact centers hold until bloom is fully matured and weather conditions do not mar the long lasting flower. Must be seen to be appreciated and our visitors were not lacking in enthusiasm. We think it is the finest dahlia in the Gaylord series since Frieda Gaylord.

Color is uncommon, stem perfect and habit of growth all that can be expected. As we have often stated before, we do not exaggerate when introducing a new variety: Received a Certificate of Merit at the new California A.D.S. Trial Gardens, but was not in bloom in time to be entered in our early San Francisco show".

We highly recommend this one.

Plant \$4.00

"BEST BETS" CONTINUED ON NEXT PAGE

Field grown roots from plants that have been "DIETETICALLY FED" with not merely the three basic elements, but the trace elements that are so often missing from the soil, is your assurance of strong energy-packed roots that will get your plants off to a healthy start.

All our roots are guaranteed true to name and with live eye.

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## MARY ELIZABETH

Mary Elizabeth is an A-ID of Cherry red. 4 to 4½ foot plant. Good stems and foliage. A strong, vigorous grower. Insects seldom bother it. Blooms facing or slightly up. Really LARGE. Has won many firsts as the largest bloom in the show. At one show it measured 14 X 11. In Cleveland, in 1953, it won as largest and most perfect bloom in show. Has won A.D.S. Seedling Sweepstakes Award. On all four Honor Rolls. Under the most adverse conditions, this dahlia amazed us with its sheer size and beauty.

Mary Elizabeth again thoroughly proved itself by its extensive winnings during the past show season. This dahlia should be in YOUR garden if you are after the blue ribbons.

Root \$5.00 Plant \$3.00

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## ALLWAYS

(Phillips-Rocky River)

ALLWAYS is an A-IC. A well formed dahlia of Empire Rose with salmon at centers. Although this is not a new introduction, we "lift it" out of our list to put it here among the dahlia "musts" for two good reasons. First, because it is an unusually fine dahlia. And secondly (and this is important to California dahlia growers), in the two years we have grown this variety it has proven itself definitely a California Dahlia, growing, for us, consistently from one to two inches larger than the size given in Eastern catalogues. We have yet to have a poor bloom of Always.

We would call it a lovely Camelia rose with lighter shadings. Profuse and has good substance. Certified at Maryland. On all four "Flower Grower" Honor Rolls and on Webb's Review. A hardy dahlia, it did not seem to be affected by the most adverse conditions.

Roots \$3.00 Plants \$1.75

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## TANGLE

This beautiful and unusual importation was introduced by Stredwick, of England, and classed in their catalogue under "Our New Frilled Dahlias". It is classified in America as a cactus, but is definitely something new and unusual. It grew as a B size for us. Stredwick describes it as follows: "An unique variety, every petal being deeply frimbriated, and arranged irregularly, hence its name. Flowers quite good in other respects and have wiry stems. Color is bright apricot."

We believe this type will become highly popular in this country. It is certainly beautiful and unusual.

Roots \$5.00 Plants \$2.00

AMOS KIRBY. A-SC. A very nice purple that has proven very easy to grow. Grows equally well in the San Francisco Bay fog or in the inland heat. Has been very satisfactory for us.

Root \$1.25

ARTHUR GODFREY. A-FD. One of the most successful winners in the largest bloom class all over this country and abroad. We believe it to be the largest for mal decorative grown. A beautiful orient red with orange or buff shadings. On three Honor Rolls and certified at Atlanta and Rutgers. Grows 11 X 6, NOT DISBUDED, in ordinary field culture. Wonderful vitality, rugged foliage, always in bloom.

Roots \$1.75

ALCAZAR. A-SC. Deep fuscia red or reddish purple. Early and free bloomer. Very attractive. Large.

Roots \$2.00

ARISTOS. A-SC. Outstanding blooms of maroon purple with white tips. White tips sometimes missing and is solid color.

Roots \$1.25

AUTUMN BLAZE. A-ID. 12 to 13 X 6. Orient red with chrome yellow shadings at tips. Can be grown VERY large. A real prize winner and a strong, rugged grower. This one is spectacular.

Plants \$1.50

ARGUELLO. A-IC. One of the best of recent years. Deep cherry red with silvery reverse. Velvet-like texture. Exceptional stems. Consistently good. We find it easy to grow to exhibition standards.

Roots \$5.00 Plants \$1.75

ALL AMERICAN. A-SC. Mulberry rose. Unusual color. Large. A true semi-cactus of real merit. Easy to grow well.

Plants \$1.50

BIG MO. A-SC. Really one of the BIG DARK FELLOWS. Deep chrysanthemum crimson. May grow IC at times. As an IC it has really no competition on the exhibition table. Blooms held erect on long, straight stems. This is one of



those we heartily recommend. Good.

Root \$4.00 Plant \$1.50

BRANDARIS. B-FD. Flame colored. Makes spectacular arrangements. Fine stems. Prolific bloomer. Very attractive formation. Roots \$1.50

BILL'S GOLD. A-ID. (Australia) Bright old gold. One of the finest in its class. Can be grown quite large. Because of the unusual "life" to its color this is one of the best varieties for mass arrangements. This is one we can recommend without reservation. Roots \$2.00 Plant \$1.50

BRUIDOGOM SPECIAL. A-ID. (Holland) One of the most massive to come out of Holland. A pleasing dark red. Fine substance. Stems are exceptionally good. This is really an outstanding dahlia. Roots \$2.00 Plant \$1.50

BRANDON. B-IC. This is a very full-petaled yellow and a prolific bloomer. A good one from Stredwick of England. Roots \$1.75

BALLEGO'S SURPRISE. A-SC. A real top-notch, best described as a white Frau O.Bracht. Plants, however, have more vigor than the latter variety. One of the real good ones from Holland. Roots \$1.25.

BELVEDERE QUEEN. A-ID. A white that has always been popular in the Central California area. Reliable. Roots \$2.50

CALIFORNIA CENTENNIAL. A-ID. Buff yellow, deeper toward center with carmine rose shadings. Distinctive in color and a strong grower. Is often too late for the shows. Should be started early in pots. Roots \$1.25

CROYDON SNOTOP. A-FD. A large growing, very fine pure white. Good substance. Healthy grower. Worthy of the Croydon name. Roots \$1.50

CROYDON APRICOT. A-ID. A good apricot salmon that has grown VERY well for us. Distinctive. Roots \$2.00

COLLECTORS ITEM. A-SC. Classified flame colored. A strikingly colored yellow overlaid flame red. Very good substance and keeps well when cut. Strong growing plant with full centered blooms. Roots \$3.50 Plant \$1.50

CROYDON RADIANCE. A-ID. Giant lavender-pink. Very full. Good substance and stems. We really like this one. Roots \$3.50 Plant \$1.50

COMMANDER B.CHAMBERLAIN. Probably the best of the purple ID's. This one will please you. Healthy, robust grower. Root \$2.00

CLARIAM ROYALTY. A-StC. Purple. Has grown 12½ X 9 for us. Reverse of petals are lighter shade. An extremely full-petaled flower. Good keeper. It is almost unbeatable in its class and will win many "Best Bloom" honors. Received the A.H.A. Medal at SEVEN shows the year it was introduced. Listed on Messrs. Faust's, Eddy's and Dudley's Honor Rolls and in Mr Webb's Eastern Dahlia Review. A real show variety. Root \$2.00

CHRISTINE JAANSEN. A-C. A fine yellow that has done very well for us. This has been a particularly healthy grower. \$Roots \$2.50

CALIFORNIA PAGAENT. A-ID. 12 X 8 in. Light chrome yellow with Mars orange suffusion. It just naturally is massive. For us, the stems grow a bit on the short side. Roots \$1.50

CAPITAL CITY. A-SC. A large lavender of good substance. Very full-petaled. Blooms are deep and long, strong stems carry them facing. A.H.A. Medal winner; on two Honor Rolls and on Mr Webb's Eastern Dahlia Review. This one really is a "MUST". Roots \$2.00

CATALINA. A-SC. Fairly large bright rose red. Plant \$1.50

CORNELL. A-ID. Deep red tipped white. Fair sized. Plant \$1.50

PAGE FIVE

CROYDON MASTERPIECE. A-ID. 11 X 5½ or better. Can really be grown very large. Autumn. Beautiful majolica orange suffused jasper red. Early, profuse grower with full centers entire season; excellent stems. Is consistently one of America's top winners. Always a possible "Best In Show" prospect. One of the most satisfactory varieties we have ever grown. Roots \$2.00

CALIFORNIA SUNSET. A-SC. Orange bronze blooms on good stems. Rugged, easy to grow variety. Roots \$1.50 Plant \$1.25

DIXIE'S WINEDOT. A-ID. Really large and husky. White wavy petals suffused, flecked, and dotted rosy magenta. Three Achievement Medals. A rugged grower that is really dependable. Roots \$1.50

DIVA. A-IC. Lavender. One of the most beautiful dahlias we have ever seen. Excellent formation, good substance. Roots \$2.00 Plant \$1.25

D'ARCY SAINSBURY. A-FD. Beautifully formed creamy white. Retains its popularity year after year. Roots \$1.25

EDWARD E. HORTON. A-SC. Large, free blooming yellow with long, strong stems. Has done considerable winning including Best In Show. Roots \$1.25

ESPLENDIDO. A-IC. This husky, big, long stemmed beauty really should be listed on page one as one of our "BEST BETS". It is a striking and unusual reddish coral pink, often called shrimp pink. One of the nicest cactus dahlias we have seen. Has grown equally well in the coastal fog and the interior heat. We are enthusiastic about this one. Roots \$1.50

EL RUBIO. A-ID. One of the best of the California dahlias. It has retained its popularity through the years because of its rich wine red color, beautiful formation and good substance. It is an eye catcher where ever it has been shown. You will like this one. Roots \$1.75

EDNA D. A-StC. A tall growing, early to medium bloomer of rich cherry red. Large and impressive with full centers, long stems and good growing habits. Winner of THREE Achievement Medals and on three Honor Rolls. Has done much winning. We recommend this one. Roots \$2.00

FIVE STAR GENERAL. A-ID. Blend of soft pink and creamy yellow. This is another one that wins year after year. Plants \$1.50

FRIEDA GAYLORD. A-ID. This pink giant is one of the easiest dahlias to grow and certainly one of the easiest to grow BIG. Is always a Largest In Show prospect. Never a poor center. Being grown all over the world. We do not hesitate to recommend this one. Roots \$2.50 Plants \$1.50

FRANCIS H. Pansy purple white tipped A-FD. One of the most consistent of the bi-colors. Probably because this one is without an equal in color, more persons have asked to get this one than have asked for any other dahlia during all the years we have shown it. It is certainly the most full-petaled dahlia we have ever seen. Has been a blue ribbon winner for us. We must state, however, that for the majority of growers, this dahlia will not "hold up its head". Because this dahlia requires "personal care" it does better for the small amateur than the large grower. We like it well enough to have grown it for the past six years. Roots \$2.00

FORTY NINER. A-SC. Bright yellow. A large dahlia with all its petals very definitely incurved. This is easily one of the best in its class. We think you would like this one. Roots \$3.00 Plants \$1.75

FIREGLEAM. B-IC. Light blend of orange and yellow. A tall grower and a very prolific bloomer. Long, strong stems. Keeps exceptionally well. For show blooms is best grown to 6 or 8 canes. Very fine substance. Roots \$1.50

FRIENDSHIP. B-StC. Mallow purple. 7 inch. This is one of the outstanding dahlias in the B class. You will like it. Roots \$3.00 Plants \$1.75

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It is our aim and desire to so treat each new customer that he will become an old customer---year after year. Your success with our roots and plants is OUR success in the commercial growing of dahlias.

FORMALITY. A-ID. White. This dahlia has wonderful formation and is really good. For us, however, 1st pair of leaves is too close to the bloom. Is a beautiful dahlia in the garden. 2  
Roots \$1.25

FIRST LADY. A-FD. Primrose yellow. The petals grow clear back to the stem, producing almost a ball shaped bloom. Made an excellent showing on the show bench. Grows 8 inches.  
Roots \$5.00 Plants \$2.00

GENERAL EISENHOWER. A-IC. A good red. Very satisfactory. Roots \$1.50

GOLDEN JUPITER. A-IC. 11" X 6". Primrose yellow heavily suffused soft Jasper red. Good grower & most satisfactory for exhibition. Roots \$1.00

GOLDEN STANDARD. A-IC. 9" x 5". Warm buff shaded amber and gold. Excellent form and centers. At times is straight cactus. Stems good and a good grower. Healthy, vigorous grower of fine blooms.  
Roots \$1.25

GRAND SLAM. A-SC. Rose pink and cerise. Extremely striking and impressive. One of the real good older varieties.  
Plants \$1.50

GIANT OF BAARN. A-IC. (Holland). A good crimson red. Free blooming. Long stems. An unusual dahlia.  
Roots \$3.00 Plants \$1.50

JANE LAUSCHE. A-SC. A large bi-color of soft mallow purple with white tips. Certified at East Lansing. Winner of many Achievement Medals. On three Honor Rolls. A top winner and an all 'round good dahlia. Roots \$2.00 Plants \$1.25

JOSEPH B. LANGTREE. A-ID. Bright red without shadings. A champion prize winner in California. Beautiful and unusual formation, the petals turning and twisting. This dahlia is outstanding. Because we have an unusual strain of Langtree stock, a number of growers discarded their Langtree stock last year and got new stock from us. We consider this one of our best. This one can be grown to 12 or 14 inches or better.  
Roots \$2.00 Plants \$1.50

KELVIN. A-ID. Tyrian pink with reverse of petals phlox pink with golden suffusion. Many times winner of Largest In Show. Fine stems. A very satisfactory dahlia for garden or exhibition.  
Roots \$2.00 Plants \$1.50

KAWEAH. A-ID. This purple mammoth can be grown to immense size. An old timer that holds its popularity.  
Roots \$2.00 Plants \$1.50

KING SIZE. A-StC. Grows around 10" X 5". Varies from rose to spectrum red. A.D.S. Gold Medal Certificate at New York. Won many firsts. On three Honor Rolls. Husky grower and easy to grow.  
Roots \$1.50

KING OF THE WHITES. A-ID. Clear glistening white. On an UNDISBRANCHED and UNDISBUDDED plant, we had a crown bloom of 15½ inches and two 15¼ inch side blooms, the crown bloom winning a "Largest In Show" for us. Despite the sheer weight of the giant blooms, we have always found the stems to have stiffness and strength to hold blooms facing or slightly up. Blooms are very resistant to fog, rain or heat. You will be proud of this one. We certainly recommend this one if you like 'em BIG.  
Roots \$3.00 Plants \$1.75

LADY MOYRA PONSONBY. A-SC. This yellow giant really has fine substance, good stems and one of the best yellows we have seen. We find this very easy to grow large without any element of coarseness. After six years of growing this, we unconditionally recommend it.  
Roots \$2.00

LILAC TIME. B-FD. Bluish lilac of particularly soft shade. Prolific bloomer. No other like this one.  
Roots \$1.50

MISS ECHO. B-IC. One of the sweetest yellow cactus dahlias we have seen for some time. A winner. Very satisfactory.  
Roots \$3.00

MRS HESTER A. PAPE. A-ID. Indian Lake or ruby red. A consistent winner in the East. Responds to good culture and stands forcing. Easy to grow. Was not successfully grown by us in San Francisco gardens but was one of our outstanding dahlias at the farm near Sebastopol. If you live outside the immediate S.F. Bay area, this is certainly worth a try in your garden. This one has been among the top winners for a number of years and we believe it will continue to win.  
Roots \$4.00 Plants \$1.75

MAFFIE. A-SC. This red giant, which has frequently been grown above 16" is the seed parent or "mother" of the great "NED SEYMOUR" and other fine dahlias. It is an old reliable from Czecho-Slovakia.  
Plants \$1.50

PAGE SEVEN

MAGDALENA. A-SC. Brilliant flaming red. This dahlia is becoming more popular every year. Very striking. Good. Roots \$2.50

MARION GLENN. B-SC. Peony purple shaded garnet. Won Derrill Hart Memorial Medal for B dahlias in 1951. Certified in four Trial Grounds with an average score of 83.3. Won two A.D.S. Gold Medal Seedling Certificates. Laciniated petals. Good stems. One of best. Roots \$2.00

MARY STEVENS. A-ID. (Sometimes SC) This large and full-petaled dahlia has something new in color. Pleasing and unusual purplish red. Attracts attention where ever it has been shown. Roots \$2.60

MARK TWAIN. A-ID. Bright red tipped boldly white. Best to date of its class. This is another one that has refused to grow for us In San Francisco and has been only fair in Sebastopol. Yet it has been outstanding most places in America where grown. Worth a try. Roots \$2.50

MAX BAER. A-ID. Can be grown to good size. This new solid red is exceedingly attractive. Will be popular. Roots \$2.00

MADONNA. A-ID. Pure white. Large and strong growing. Roots \$1.50

MAGNIFICENT. A-SC. 10" X 6". Buff overlaid carmine rose. On three Honor Rolls. Very satisfactory. Sturdy. Rootsm \$1.50

MAYOR FRANK OTIS. A-ID. One of the largest. Easy to grow. Color in the autumn class. Try this for SIZE. Roots \$1.50

MISS STANNAGE. A-IC (Sometimes SC) White blushed faintly pink. This dahlia has a peculiar translucent or opalescent appearance that has made it attract attention where ever it is shown. Has as fine stems as we have ever seen on any dahlia. It is not quite as full petaled as we would like but it IS very beautiful. Does better in warmer climates than in San Francisco. A tall growing plant and free bloomer. Roots \$2.00

NOBBY'S LIGHT, A-ID. Grows amply large and is a real fine yellow. This one is getting very popular. Roots \$1.50

NEAREST BLUE. A-ID. Blloms about 10" X 4 to 4½". Phlox purple or mauve. In the lavender class. It has size, good form and straight stems. For exhibition it must be heavily disbranched and disbudded. In the garden, its very large number of blooms on the plant at one time make it a riot of color. If you want color in your garden, this is it. Roots \$2.00 Plants \$1.50

NIGHTENGAL. A-FD. Deep magenta rose shading somewhat lighter at tips. A spectacular dahlia, the perfect formal and massive appearing. Stems very good and plant sturdy. Will fade if in full sun. Grows best in half shade or if plant is shaded at blooming time. Root \$2.00

NEW WORLD. A-ID. This bluish pink giant can be grown to really giant size. Spectacular if not perfect. Roots \$2.100 Plant \$1.50

PATRICIA SPOLLEN. A-IC. Persimmon orange. As good as they come in its class and color. Wonderful for us. Roots \$2.50 Plants \$1.50

PRAIRIE FIRE. A-SC. Flaming orange. A good dahlia. This is another we do not recommend for San Francisco or immediate vicinity. We get splendid reports about it from other areas. Roots \$2.00

POLARIS. A-SC. Large pure white with good stems. Can be grown to win. Not a good root maker. Roots \$2.50 Plants \$1.50

PIRATE TREASURE. A-ID. Autumn. Big, massive and rich looking. Quite heavily suffused with red. Stems long, strong and straight. Its record of ten American Home Achievement Medals has never been surpassed and has been equaled only by the great NED SEYMOUR. Also numerous Seedling Sweepstakes Awards. Several times Best In Show. On all four Honor Rolls. This is a "must". Plants \$2.00

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Many new dahlias eventually replace older ones of the same type and color. However, do not forget that many of the old stand-bys continue to win when the newer varieties which challenged their supremacy have been long forgotten. Do not overlook these "old reliables" in YOUR garden.



QUINN'S TIDAL WAVE. A-FD. Yellow. A very large, broad-petaled variety of regular formation. Stems excellent, growth good and, for us, one of the most satisfactory. Blooms freely for a variety with so large blooms. This Australian importation made an instant hit in America. We recommend this one very highly. Root \$2.00 Plant \$1.50

ROYAL PACIFIC. A-FD. Violet purple of blue tone. Very formal. Color is rare and distinctive. Long, stron stems. This is as beautiful a dahlia as we have on the West Coast. Recommended. Root \$2.50

RHYTHM. A-IC. Rhodamine pink with primrose yellow at center. Laciniated petals. Awarded Derrill Hart Gold Medal and Achievement Medal. A real nice dahlia and sturdy and strong. Roots \$2.00 Plants \$1.50

RIKA BALLIN. A-SC. Clear primrose yellow. Excellent stems. A real exhibitipn dahlia. Pointed petals. Rapidly gaining in popularity as its worth is appreciated. Roots\$2.50 Plant \$1.50

SAM HERST. A-StC. Light blend. Predominantly yellow. Very prolific bloomer. Good for exhibition and excellent in garden. Root \$3.00

STARDUST. A-FD. One of the very best of the pink formals. Pink, striated with faint white lines. Tends to branch very freely. Frolific bloomer.Should be very strongly disbranched for exhibition. Root \$1.50

SUNBURST. A-ID. Soft lemon yellow shaded at center and suffused with buff-apricot. A good bloomer. Root \$2.50 Plant \$1.50

SAVINA. A-IC. Bright salmon shading to golden yellow. Good stems. This is a good dahlia. Root \$2.25

THE CARDINAL. A-SC. Very attractive current red. Received Derrill Hart Award. On 3 Honor Rolls. Winner of many prizes. We know you will like this one. Hardy and easy to grow. Root \$1.25

THE OUTCAST. A-IC. While this is not a new variety, we feel it should really be listed at the top of the list with our "BEST BETS". It always attracts attention in our gardens and on the show table. It is marigold orange shading to yellow at tips of petals. Turns to red and gold blend later in season. Usually listed 9" X 4",this one has grown to 10 and 11" for us for the past three years. Recommended without reservation. Root \$2.00

TOWN TOPIC. A-FD. While this is generally listed as a bi-color, we have found so many blooms come with no white tips that we prefer to list it as a purple which sometimes is tipped white. Beautiful but not consistent. Many grow it for those blooms that DO come white tipped. Root \$1.50

THE VOLUNTEER. A-ID. Deep Tyrian or Dianthus purple with lighter tips. Won two Achievement Award Medals, 2 A.D.S. Seedling Awards, 3 Trial Ground Certificates and Derrill Hart Gold Medal. On 3 Honor Rolls. This is one that "grows itself". Robust and healthy. Root \$2.00

TROUBADORE. A-ID. (Sometimes FD) Fawn blushed pink; striped, lined and flecked with red or bergundy. Very unusual. Plant \$2.00

TROJAN. A-ID. Orange red, yellow reverse. Plant \$1.50

VICTORY DAY. B-StC. One of the very best red cactus dahlias. Splendid stems and tall vigorous plant. Good. Roots \$1.50

WAKE ISLAND. A-SC. Deep bright red. Very attractive color.Blooms freely on a sturdy plant. Roots \$2.00 Plants \$1.50

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WE GROW EVERY ROOT AND PLANT WE SELL. IF WE DO NOT HAVE WHAT YOU WANT, WE WILL BE VERY GLAD TO SHOW YOU THE COURTESY OF TELLING YOU WHERE YOU CAN GET IT, IF WE CAN. BUT WE WILL NOT GET IT FOR YOU. THIS IS FOR YOUR PROTECTION AS WELL AS OUR OWN.

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We are always very busy. But we are NEVER too busy to help you in any way we can do so. This applies to all BUT PARTICULARLY TO THE BEGINNER who may not have learned as yet to "PLANT FOR THE SCHEDULE IF YOU WANT TO WIN".



REASONS FOR OUR BIG FREE ROOT PLAN

No matter how experienced is the commercial grower, no matter how he watches show results and no matter how carefully he plans his planting, IT IS IMPOSSIBLE FOR ANY COMMERCIAL GROWER TO KNOW WHAT DAHLIAS MAY HAVE A TERRIFIC DEMAND FOR THEM AND WHAT VARIETIES WILL BE PRACTICALLY IGNORED BY THE BUYERS. The variety that was rapidly sold out last year may be in little demand this year. One that was practically uncalled for last season may be in heavy demand THIS season.

Thus, at the end of a sales season dealers usually find themselves with a considerable amount of unsold roots on hand. Many of these may be top ranking varieties that most dahlia growers will be "tickled pink" to have growing in their gardens.

We wanted to figure a way in which those roots could BENEFIT SOMEONE instead of going to waste. Why not give those excess roots to our customers as a GOOD WILL BONUS? We have found a way to do this and feel certain it will build good will, increase sales and simplify a problem faced by all commercial dahlia growers.

The average dahlia grower establishes a budget---the amount he will spend upon new varieties for his garden. There are many other varieties he would like to have but which he cannot get and keep within his budget.

Under our "ROOT BONUS PLAN", the dahlia grower can keep within his budget and get a lot of fine roots as a BONUS---roots that cost him NOTHING.

We mentioned one of the commercial mens' problems. Many dahlia growers buy a root here and a root or two there with the result that by the time he has received his dahlias, it has been necessary for from 3 to 6 or more dealers to pack, ship and do the "paper work" necessary to THAT NUMBER OF INDIVIDUAL SHIPMENTS.

There is very little more time and work necessary to shipping 20, 30 or 40 roots than is necessary to shipping and packing 2, 3 or a half dozen. The "book work" is almost exactly the same. So we decided to offer an inducement in the way of a BIG MONEY SAVING to the buyer if he would do all, or almost all, of his buying from us.

The commercial man has another problem which we decided to lick---and WITH AN ADVANTAGE TO THE BUYER. Dahlia growers tend to be LAST MINUTE ORDERERS. This poses a terrific packing and shipping problem. It can result in shipments being made late which can only result in unhappy customers, something no dealer wants to have.

So we decided to PUT A PREMIUM ON PROMPTNESS. We give the early-ordering customer a goodly saving in money in return for his co-operation with us.

We are NOT giving the customer "something for nothing". Rather, we are making a fair exchange with him. In return for the customer giving us the biggest part, or all, of his business and in exchange for his promptness in placing his order, we give the customer a BIG FREE ROOT BONUS.

Actually, this will increase our sales, will enable us to operate more efficiently and with a lower overhead expense. Above everything else, it permits us to get our roots into the hands of NEW CUSTOMERS so that they may see for themselves the difference between ordinary roots and our husky, plump and VIGOROUS roots from field grown plants that have been fed on a BALANCED DIET.

There is still another reason for us making this unusually liberal offer this year. THIS YEAR WE ARE NOT INTERESTED IN PROFITS. WE ARE VERY MUCH INTERESTED IN GETTING NEW CUSTOMERS---IN MAKING SATISFIED CUSTOMERS OF THEM---AND IN REPEAT BUSINESS, YEAR AFTER YEAR.

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NOW HERE IS THE DEAL

On all orders of \$5.00 or more you will receive free root or roots to the value of \$2.50 just for being a new customer and getting acquainted.											
On orders from	\$10.00	to	\$14.95	you will receive	free roots	to value of	\$5.00				
"	"	"	15.00 to	19.95	"	"	"	"	"	"	8.00
"	"	"	20.00 to	24.95	"	"	"	"	"	"	12.00
"	"	"	25.00 to	29.95	"	"	"	"	"	"	16.50
"	"	"	30.00 to	34.95	"	"	"	"	"	"	21.00
"	"	"	35.00 to	39.95	"	"	"	"	"	"	26.50
"	"	"	40.00 to	44.95	"	"	"	"	"	"	32.00
"	"	"	45.00 to	49.50	"	"	"	"	"	"	38.00
"	"	"	50.00 to	54.95	"	"	"	"	"	"	44.00
"	"	"	55.00 to	59.95	"	"	"	"	"	"	50.00
"	"	"	of \$60.00	or more,	for every \$5.00	above \$60.00	"	"	"	"	5.00

Feb 15-46

There you have it. A BONUS, or call it a discount, that gives you a wonderful buy in the finest dietetically-fed, field grown roots. BUT THIS IS NOT ALL! In addition to these fine bonus roots, you have an opportunity to ADD TO YOUR BONUS ROOTS. On all orders received by us which are postmarked NOT LATER THAN JANUARY 15th, you will receive AN ADDITIONAL BONUS in free roots to the amount of FIFTEEN PER CENT OF YOUR ORDER.

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CONDITIONS OF SALE OF ROOTS AND PLANTS

ALL BONUS ROOTS WILL BE ROOTS OF OUR CHOICE, LISTED IN OUR CATALOGUE AND FIGURED AT OUR CATALOGUE PRICE. We will make every endeavor to ship you bonus roots which are not common in your area and which you will be unlikely to have in your garden. Our aim is to MAKE THESE BONUS ROOTS PLEASE YOU.

We do not substitute unless specially authorized to do so. If your order is received early there is no reason for substitution. However, if you are ordering any material number of roots it IS advisable to name two or three ALTERNATE roots that you would like to have should we be sold out of any of those included in your order.

We NEVER substitute "down hill". If you authorize substitution and it should be necessary, we always substitute with GREATER VALUE.

Because, this year, we are giving in free roots an approximately equal amount of goods to that ordered, our packing and shipping rates or costs are doubled. The customer is therefore charged with PART of this expense. Find the amount you are to pay on the chart below and add this amount to your remittance. TERMS are cash with order. Please remit by cash only in an emergency and then be sure to REGISTER YOUR LETTER. Remittance SHOULD BE by check or Post Office order. C.O.D. orders will be accepted ONLY if one third the amount of order is paid in advance. All C.O.D. costs are at customers expense.

Our shipments start April 15th. Please state date you would like your order shipped. We will make every effort to ship as close to this date as possible. Shipment in practically all cases will be by Parcel Post.

On all orders of \$5.00 or less, 45¢ should be added if SPECIAL DELIVERY or SPECIAL HANDLING is desired. All plants MUST be shipped SPECIAL DELIVERY or SPECIAL HANDLING.

GUARANTEE

All roots and plants shipped by us are guaranteed healthy and true to name and in growing condition. Roots that do not start within three weeks will be replaced if the root is returned to us. Our liability is limited to replacement and in no case shall our liability be gre ater than the cost of the root or plant.

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PACKING AND SHIPPING CHARGES

Number of roots ordered.	DISTANCE IN MILES OF CUSTOMER FROM SAN FRANCISCO-					
	Under 300	300 to 600	600 to 1000	1000 to 1400	1400 to 1800	Over 1800
Under 5	50¢	55¢	60¢	65¢	70¢	75¢
6 to 10	60¢	70¢	80¢	\$1.00	\$1.10	\$1.25
11 to 15	75¢	\$1.00	\$1.25	1.40	1.60	1.75
16 to 20	90¢	1.15	1.40	1.60	1.75	1.90
21 to 25	\$1.15	1.35	1.60	1.75	1.90	2.00
26 to 30	1.25	1.45	1.75	1.90	2.10	2.40
31 to 35	1.40	1.70	1.95	2.20	2.40	2.60
36 to 40	1.65	2.00	2.35	2.75	3.00	3.25
Over 40	1.85	2.40	3.00	3.25	3.75	4.00

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VERY IMPORTANT. The biggest difficulty we have in our correspondence and shipping is ILLEGIBLE HANDWRITING. Typewritten orders are best. If written in longhand, PLEASE PRINT your name and full address clearly and plainly. Also put full name and address on envelope enclosing order. Write plainly and list carefully the dahlias you wish to order. CARE AVOIDS DISAPPOINTMENT.

Dr Julian R.Brandon Jr.

Mail address-  
609 Clayton Street,  
San Francisco 17, Calif. U.S.A.

The farm-  
3437 Gravenstein Hwy., South,  
Sebastopol, Calif., U.S.A.

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Subscribe to the "West Coast Dahlia", published MONTHLY. \$1.50 per year. Or send 25¢, coin or stamps, for sample copy. Address- West Coast Dahlia, 609 Clayton Street, San Francisco 17, Calif. -----

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